

ABSTRACT OF THE DISCLOSURE

An apparatus for positioning and holding a golf club for installation of a golf club grip comprises a shaft cradle, a shaft clamp and a positioning device. The positioning device comprises a platen that is moveable toward and away from the axis of the golf club shaft when the golf club shaft is positioned in the apparatus. Mounted to the platen are a fixed stop and an opposing moveable ram. The fixed stop has a stop surface that is adapted to engage the face of the club so that as the opposing moveable ram presses the golf club head against the fixed stop, the face will assume an orientation flush against the surface of the fixed stop, thus aligning the club face with the stop surface. The entire platen assembly is moveable toward and away from the axis of the golf club shaft so as to accommodate golf clubs having different offsets. The shaft clamp holds the golf club in position once the club face is aligned and an indicator device provides a visual alignment reference for aligning the grips during installation.

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